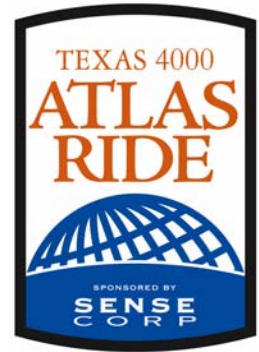


FOR IMMEDIATE RELEASE

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**HUNDREDS OF AUSTINITES JOIN TEXAS 4000'S TEAM OF 50 IN SEND OFF OF
SENSE CORP TEXAS 4000 FOR CANCER ATLAS RIDE**
Locals Bike 70 Miles in Charity Ride

Austin, TX (May 28, 2008) – Hundreds of Texans will join together on Sat., June 7 for the Texas 4000 Atlas Ride, sponsored by Sense Corp. The annual kick-off ride is the celebration of the beginning of the Sense Corp Texas 4000. Fifty young bicycle riders will depart on a 70-day, 4,500 mile bicycle journey to Alaska in sharing **Hope, Knowledge** and **Charity**. The Celebration is open to the community and everyone is invited to join in the ride's first day activities.

“This is such a fun and exciting day for everyone, and it's a great way for us to show the Texas 4000 team that we have a ton of people back home rooting for them,” said Sense Corp Texas 4000 for Cancer Executive Director and Founder, Chris Condit. “In addition to the 50 riders, hundreds of people from the community join in the day's celebration to help raise awareness of our mission and funds to fight cancer. Words cannot describe this experience.”

The Atlas Ride departs at 8 a.m. from Running Brushy Middle School in Cedar Park, TX and offers a 50- or 70-mile option. The day-long ride will culminate in a party at Pillar Bluff Vineyards in Lampasas, TX, with BBQ, live music, and more. People wishing to join the Atlas Ride may do so by registering at www.atlasride.org.

The ride is fully supported with police escorts, rest stops, sag and sweep teams, Bicycle Sport Shop maintenance crew and medical personnel. Come out and enjoy the beautiful Texas Hill Country!

HUNDREDS OF AUSTINITES JOIN TEXAS 4000.../ADD 1

For more information and registration, visit www.atlasride.org. Learn more about the Sense Corp Texas 4000 for Cancer at www.texas4000.org. Proceeds benefit the American Cancer Society and The University of Texas M.D. Anderson Cancer Center and Children's Cancer Hospital.

Sharing the Burden Because Cancer Weighs on All of Us

About the Sense Corp Texas 4000

The longest annual charity ride in the world, Texas 4000 for Cancer is not-for-profit organization dedicated to preventing and fighting cancer. Each year a team of dedicated student cyclists brave the elements to complete a 4,500-mile bicycle journey beginning in Austin, Texas and finishing in Anchorage, Alaska to share Hope, Knowledge and Charity. The Texas 4000 riders train, raise funds, educate and develop as leaders and servants in the community. For more information, visit www.texas4000.org.

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